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Dubai, UAE

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A. Overview:

- Based in Dubai Holder of UAE resident visa
- Egyptian National, 41 yrs of age, single.
- Desired Positions: General Manager, Hotel Operations Manager, Commercial Director, Sales and Marketing Director or EAM.
- Over 22 years of Hospitality experience in Property based and Cluster (Area roles) in Room's operations, Pre-opening experience, Revenue management, Sales, Marketing and Catering
- Extensive experience in Managing teams up to 350 associates
- Extensive GCC Market experience (UAE, KSA and Qatar)
- Postgraduate Higher Diploma in Hospitality Management, Alexandria University, Egypt.
- Extensive experience in developing and managing marketing plans, public speaking and presenting to stake holders

B. Professional Experience

1- King Abdullah Economic City (Emaar, KSA)

Chief Sales and Marketing officer & Cluster General Manager
from April 2017 till March 2021

- Pre-opening Experience (**Scope:** Room's operations including HK and FM, Food, Beverage, and catering operations that in addition to Commercial including Sales, Marketing and Revenue Management)
- General Manager and Chief Sales and Marketing officer for cluster Hospitality assets, Serviced Residence 50 Units, Luxury Resort 150 units, High end Desert Resort (140 units)
- General Manager of Exhibition Center (3,000 sqm) and Large outdoor venues (16,000 sqm park)
- General Manager and Chief Sales and Marketing officer for 5 different leisure assets, Water Park, 4D Cinema, Go Karting track, Mini Golf and Kids water park
- Overlooking all operations aspects including Rooms, F&B, commercial, Finance and P&L
- Managing team of 300+ associates direct reports.
- Extensive role in project development and planning of all projects start to finish

2- ST REGIS HOTEL - DOHA

EAM Sales and Marketing (from Nov 2015 till Feb 2017)

- The Finest Address in Qatar, Luxury Resort, 336 Rooms, 11 outlets and 6,500 sqm Of Banquet Space
- Managing Sales, Catering, Revenue and Marketing teams' total 55 team members
- In charge of budgeting, marketing plan, KPI'S drive all hotel commercial aspects on daily basis.

3- BAY LA SUN HOTEL & MARINA (King Abdullah Economic City, KSA)– PRE-OPENING EAM- Sales & Marketing: FROM Dec 2013 till Nov 2015

Director- Sales & Marketing: From Jan 2012 till Dec 2013

- In charge of sales, marketing, PR, Revenue and reservations departments.
- Total of 12 direct reports including 4 managers.
- Leading all sales, marketing, and reservations day to day operations, including sales activities, marketing plans, promotions and reservations SOP'S.

4- **THE ADDRESS HOTELS & RESORTS (Dubai, UAE) PRE- OPENING**
Area Director of Sales: from Dec 2008 till Nov 2011

- Managing Cluster sales team of 4 Directors of Sales, 38 Sales Managers and admin team of 6.
- Overlooking all commercial aspects of total 7 Hotels in Dubai, in addition to the opening hotels in Egypt, Morocco and Saudi Arabia.
- Involved in Marketing and PR activities for the newly born brand including tactical promotions, branding and GCC PR and Media communications.

5- **THE FAIRMONT DUBAI**
Director- Business Development: from Sept 2007 to Nov 2008

- Managing corporate and GCC sales team
- Focusing on Corporate sales, Government and Regional Sales from GCC.
- Main point of contact with Dubai Tourism Authority and represent the hotel in overseas exhibitions and road shows.
- Responsible for opening company regional offices in Saudi.

6- **JUMEIRAH, DUBAI, UAE.**
Cluster Assistant Director of Sales GCC/Abu Dhabi: from Jan 2004 to Aug 2007

- In charge of regional Sales for total 9 Hotels in Dubai, London and New York.
- Opening company - offices in Abu Dhabi and Saudi Arabia, while managing all key accounts in those 2 cities.
- Responsible for planning and strategies for the region on behalf of all 9 hotels.
- Handling both Leisure and corporate segments for the region.
- Responsible for 50 Top key/ strategic accounts in the region.
- Assisting all hotels in their business development plans with non-key accounts.
- In charge of generating business directly and through the Team to Jumeirah Hotels from Abu Dhabi and GCC region.

7- **Sofitel City Centre, Dubai, UAE.**
Assistant Director of Sales and Yield: from Jan 2003 till Dec 2003
Sales Manager: from July 2001 till Dec 2002
Travel Trade Sales Manager: from Jan 2000 till June 2001
Groups Sales Coordinator: from Sept 1998 till Dec 1999
Sales Reservations Agent: from Jan 1998 till Aug 1998